

**ABSTRACT:****Display Device**

An organic light emitting diode (OLED) display device is described, the display device having a plurality of pixels each comprising at least two sub-pixels of different types, a first sub-pixel type comprising an OLED device including a first type of OLED material and a second sub-pixel type comprising an OLED device including a second type of OLED material, and wherein at least one of said first and second types of sub-pixel comprises a plurality of series-connected OLED devices. Employing series-connected sub-pixels where different types of OLED material are used for a display such as a ~~colour~~ color, active matrix OLED display facilitates balancing sub-pixel drive voltages and hence enables the production of display devices with improved efficiency.